GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Prohibition & Excise Department – Excise Policy 2015-17 **–** Certain Operational Guidelines for smooth functioning of Government Retail Outlets (GROs) – Orders – Issued.

REVENUE (EXCISE-II) DEPARTMENT

G.O.Ms.No.311 **Dated:31st August 2015**
Read the following:-

1) G.O. Ms. No. 216 Rev (Ex-II)Deptt., Dt: 22.06.2015.
2) G.O. Ms. No. 217 Rev (Ex-II)Deptt., Dt: 22.06.2015
3) From the Commissioner of Prohibition and Excise, AP, Hyderabad Lr. Cr. No.999/2015/CPE/E3, Dt: 21.07.2015 & 18.08.2015.

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O R D E R:

In the circumstances reported by the Commissioner of Prohibition and Excise, A.P., Hyderabad in the letter 3rd read above, Government, after careful examination of the proposal, hereby formulate the following operational guidelines on functioning of Government Retail Outlets (GROs) for the Excise year 2015-17:

ANNEXURE-I

1.0 EXCISE POLICY 2015-17, FOR A-4 SHOPS:

1.1 The Government, vide G.O.Ms.No.216, Rev (Ex-II) Dept dt. 22-6-2015 has formulated the Excise Policy, for Retail Outlets (A-4 Shops), for the Excise years 2015-16 & 2016-17.

1.2 The total number of A4 Shops shall be (4380).

1.3 Out of the (4380) A-4 Shops, not less than 10% shall be Govt. Outlets, which will be located in such way as to control MRP and other possible violations by private licencees.

1.4 The Commissioner of Proh. & Excise is permitted to open Outlets under Rule 18 (1) & 18 (2) of the A.P.Excise (Grant of License of selling by shop and conditions of licence) Rules. 2012.

1.5 All the GROs in the State shall be equipped with machinery for reading Holographic Excise Adhesive Label (HEAL).

2.0 ESTABLISHMENT OF RETAIL OUTLETS BY GOVT. / GOVT. CORPORATION:

2.1 The Commissioner of Prohibition & Excise, has approved the number and location of shops, including those meant for running by Govt., in the State and accordingly, Gazette notifications have been issued in the State.

2.2 (438) GROs have been identified with specific locations to be established and run by the Government .

3.0 LOCATION OF THE GOVERNMENT ROs & SELECTION OF PREMISES:

3.1 The details of GROs, District-wise, Area / Locality-wise, along with Gazette Serial Number etc., proposed to be run by the Proh. & Excise

Dept./ Government Corporation ROs are as indicated by the Commissioner of Prohibition & Excise.

3.2 Rule 25(1) to (5) of the AP Excise (Grant of license of selling by Shop and conditions of License) Rules, 2012 are applicable for the selection of premises for establishment of the Proh. & Excise Dept. / Government Corporation retail outlets.

4.0 NORMS FOR HIRING PREMISES FOR GOVERNMENT RETAIL OUTLETS :

4.1 The following are the norms for space /infrastructure requirements:

a) Minimum space required is 150 Sft, on ground floor with road frontage & with single entry and exit and secured walls with pucca construction and permanent fixers.
b) Fans - 2
c) MRP display board
d) Electrical connection with exclusive meter or sub meter
e) Sign Board containing "Govt. Retail Outlet, Gazette Serial Number" (in Telugu and English).

4.2 **OTHER REQUIREMENTS**: Cash Chest and fake note detector, Refrigerator/ Bottle cooler, one table, three chairs will be provided with the recommendations of the District Level Committee.

5.0 HIRING OF SHOP PREMISES FOR GOVT. ROs:

5.1 After obtaining permission of the District Collector, for establishing the Govt. ROs, the DC concerned shall give a Press Advertisement in (2) District Editions of Telugu dailies inviting applications from the premises owners.

5.2 The model Press Advertisement will be issued by the CPE, Hyderabad.

5.3 Wide publicity shall be given by displaying the notification at public places like IMFL Depots, Prohibition & Excise Stations, Prohibition & Excise Superintendents Offices, Tahsildar offices, MPDO offices, etc.

5.4 (7) clear days after the notification shall be given for filing applications.

5.5 The form for quotation of the Shop Rent will be communicated by the CPE, Hyd.

6.0 RESPONSIBILITY OF THE CONCERNED P&E SUPERINTENDENT:

6.1 The concerned P&E Superintendent shall facilitate the identification of suitable premises, within 7 days of the notification**,** and for motivating the premise owners to file applications to let out their premises.

7.0 FIXATION OF RENT:

7.1 The monthly rent quoted, should be a lump sum figure for the entire area as approved by the District Level Committee**.**

7.2 Three months advance rent shall be paid on entering into agreement.

7.3 Electricity & Water Consumption Charges shall be paid by the Govt. ROs.

7.4 Rental period will be upto June, 2016 & extendable by another (1) year.

7.5 Govt. ROs reserves the right to vacate the premises with 1-month notice.

7.6 The District Level Committee, for scrutiny & selection of the shop based on the most competitive bid, shall consist of the following:

(a) Addl. Joint Collector :Chairman
(b) Deputy Commissioner of P&E :Member
(c) Asst. Commissioner , (Enft) :Member
(d) P&E Superintendent, concerned :Member
(e) Nodal Proh &Excise Superintendent : Convener

7.7 The District Level Committee is permitted to conduct transparent negotiations with the premises owners for arriving at the lowest bids.

8.0 PATTERN AND SELECTION OF OF STAFF AT GOVT. RETAIL OUTLETS:

8.1 *STRENGTH & SALARIES:*

Each Govt. Retail Outlet supervised by the **Shop Supervisor selected by the District Level Committee**. He shall be responsible for the functioning of the shop. The overall responsibility of Govt. Retail Outlet, however lies with the SHO concerned.

DESIGNATION	No. of Salesmen		EMOLUMENTS/ PERSON/MONTH	
	Villages	Municipalities/ Corporations	Villages	Municipalities/ Corporations
SHOP SUPERVISOR (SS)	1	1	Supervisor Rs. 9000/-	Supervisor Rs. 9000/-
SHOP SALES MEN (SSM)	2	3	7,700x(2)= 15,400/-	7,700x(3) =23,100/-
Caretaker*	1	1	2000/-	3000/-
Total	4	5	26,400/-	35,100/-

8.2 DUTIES & RESPONSIBILITIES:

DESIGNATION	MAIN DUTIES & RESPONSIBILITIES
SHOP SUPERVISOR (SS)	a) Overall Supervision of day-to-day transactions. b) Maintenance of registers, stocks, c) Upkeep of the retail outlet, etc. d) Other activities as per instructions of DC, P&E.
SHOP SALES MEN (SSM)	a) Loading of bottles into the shelves b) Delivery of bottles to customers, as per the bill c) Other activities as per the instructions of SS.
CARETAKER*	a) Shall be incharge of permit room attached to the GRO, b) Maintain cleanliness of both the GRO and permit room and c) Watch and ward of GROs.

8.3 AGE/QUALIFICATIONS:

CATEGORY	ELIGIBILITY/ MODE OF DEPLOYMENT	MAXIMUM AGE LIMIT
Supervisior On contract basis	Intermediate, above 21 years of age, Native of the same District where the RO is located & having proof Of identity viz Aadhar/Voter ID/Ration card/etc. are eligible	40 years as on 01-07-15 (SC/ST/BC/ PH=5 years age relaxation)
shop sales men On contract basis	10th Class pass, above 21 years of age, Native of the same District where the RO is located & having proof Of identity viz Aadhar/Voter ID/Ration card/etc. are eligible	40 years as on 01-07-15 (SC/ST/BC/ PH=5 years age relaxation)

8.4 The District Level Committee to select the staff members proposed to work at the GROs , shall consist of the following:

(a) Addl. Joint Collector :Chairman
(b) Deputy Commissioner of P&E :Member
(c) Asst. Commissioner , (Enft) :Member
(d) P&E Superintendent, concerned :Member
(e) Nodal Proh &Excise Superintendent : Convener

9.0 SECURITY DEPOSIT:

9.1 The Shop Supervisor (SS) should produce security deposit of Rs. 1,00,000/- and Shop Salesman (SSM) should produce Security Deposit of **Rs.50,000/- each** by way of Fixed Deposit Receipt (FDR) from any Scheduled Bank drawn in favour of the DC concerned.

9.2 The contracted Shop Supervisor(SS) and Shop Sales Men(SSM) Staff will be terminated, without notice, in case of failure to discharge their duties and indulging in violations & the Security Deposit will be forfeited.

9.3 Security Deposit will be returned along with interest accrued thereon on expiry of contract period.

10.0 METHOD OF SELECTION OF GOVT. RO STAFF:

10.1 Notification in District Editions of (2) Telugu newspapers shall be issued by the DC, inviting applications for the posts of Shop Supervisor(SS) and Shop Sales men(SSM) .

10.2 The model press notification will be communicated by the Commissioner of Proh. and Excise.

10.3 (7) clear days after the notification shall be given for filing applications.

11.0 CRITERIA FOR SELECTION OF STAFF:

11.1 The selection shall be done in free, fair and impartial manner to suit to the job requirement.

11.2 The Rule of reservation & 100 Point rosters, as applicable to the State Government appointments, shall be followed.

11.3 For the post of the Shop Supervisor(SS) and Shop Salesmen(SSM) , the District concerned shall be taken as unit.

11.4 The DC shall specify the number of contractual appointments to be made, category wise, in the advertisement.

11.5 If 20 posts are required, the 1st 20 points of the 100-point roster shall be filled up in the 1st instance.

11.6 If any further posts are required to be filled, the roster points shall continue from 21st point onwards.

11.7 District Selection Committee shall keep sufficient number of persons as standby to fill the vacancies that might arise from time to time.

12.0 TENURE OF APPOINTMENT & LEAVE:

12.1 The appointments are purely on contract basis and are valid upto 30-06-2016.

12.2 Further extension of contract period will be decided by the Commissioner of Proh. & Excise.

12.3 DC shall obtain an undertaking from the staff that they will not ask for permanency, regularization or preference in any other Proh. & Excise Dept. / Government Corporation employment by virtue of their being employed on contract basis.

12.4 The Shop Supervisor(SS) and Shop Salesmen (SSM), shall give at least one month advance notice, in writing, to the concerned DC, before quitting.

12.5 If they leave the Job without giving advance intimation, action will be taken against them, including forfeiture of Security Deposit.

12.6 Weekly holiday to the Contractual employees working at ROs shall be arranged within themselves & as decided by the SHO concerned.

12.7 Shop Supervisor(SS) and Shop Salesmen are entitled for 1-day CL/month with approval of SHO.

12.8 They are not entitled for any other medical leave, etc.

12.9 Periods of absence in excess of eligible leave will be treated as unauthorized absence & DC shall deduct proportionate pay.

13.0 CONTRACT AGREEMENT:

13.1 The Draft Contract Agreement which is to be entered by the Commissioner of Proh. & Excise candidate with the DC, Govt. Retail Outlet will be communicated by the CPE, Hyderabad.

14.0 SURETY BOND:

14.1 Draft Surety bond to be given by all the contractual staff individually & jointly will be communicated by the CPE, Hyderabad.

15.0 JOB CHART:

15.1 The shop shall be kept open, on all days except dry days, from 10.00 A.M. to 10.00 P.M, as prescribed in the Rules.

15.2 Shop Supervisor (SS) and Shop Sales men should sell the stock of IMFL/ FL/Beer etc., only at the MRP rates as fixed by the Government**.**

15.3 Shop Supervisor / Shop Sales men should not sell liquor / Beer to any persons less than 21 years of age, within the maximum possession limit permitted under the Excise Act.

15.4 The sale of IMFL/FL/Beer in retail outlet shall be in First In First Out (FIFO) basis.

15.5 Stock not being unsold for more than 90 days is due to failure of FIFO system. For such stocks, the staff of Outlet is held responsible for such loss & which will be recoverable from them.

15.6 Shop Supervisor / Shop Salesmen will issue receipt to consumers, & be responsible for bank remittance of sale proceeds, placing of Indents with the Depot, maintenance of cash, stock & records.

15.7 Shop Supervisor (SS) and Shop Salesmen (SSM) will also be responsible for unloading of stocks.

15.8 In the shop, Display of bottles in the shop, cleaning the dust over the bottles, racks & premises every day & maintain cleanliness and keep the outlet in hygiene condition.

15.9 Shop Supervisor / Shop Sales men should report for duty every day (by 9.30 A.M.) in order to get the shop cleaned and to open the shop by 10.00 A.M.

16.0 CONTRACT FOR TRANSPORTATION OF IMFL FROM GOVT. DEPOT TO RO:

16.1 Shop Supervisor is responsible for lifting of the stock from the Depot to the Retail Outlet after an indent approved by the SHO is placed on the Wholesale Depot.

16.2 The DC shall make necessary arrangements for the transportation of stocks from the Depot to the retail outlet by fixing Transportation charges by the Transportation Committee.

16.3 The Committee for the fixation of Transportation charges shall consist of:

(a)	Addl. Joint Collector	:Chairman
(b)	Deputy Commissioner of P&E	:Member
(c)	Asst. Commissioner , (Enft)	:Member
(d)	Chief Manager/ Manager, concerned	:Member
(e)	P&E Superintendent, having jurisdiction over RO	:Member
(f)	Nodal Proh &Excise Superintendent	: Convener

16.4 Transportation charges shall be inclusive of loading at Depot level & unloading at GROs.

16.5 The Transporter shall be responsible for breakages / shortages in transit.

17.0 APPROVAL OF THE ADDL. JOINT COLLECTORS:

17.1 DC, P&E shall invariably obtain the approval of Addl. Joint Collector for fixation of Rent, Selection of staff and fixation of Transportation Charges.

17.2 After the approval of the Addl. Joint Collector, the Prohibition and Excise Superintendent concerned shall enter into agreement with the shop premises owner, Transport & Contractual staff.

18.0 Caretaker: Qualification, Appointment and duties & Responsibilities:

18.1 The Selection of Caretaker will be decided by the concerned Prohibition and Excise Superintendents & Asst. Prohibition & Excise Superintendents and SHO, Keeping in view local requirement, from that area.

18.2 Shall have the qualification of 8th Standard.

18.3 Shall avail services of caretaker if required.

18.4 It is the duty of the caretaker to maintain cleanliness and order in the permit room premises.

18.5 It is the responsibility of caretaker with regard to watch and ward of the GRO and the permit room.

18.6 Caretaker is entitled for a monthly honorarium of Rs. 2000/- in Rural areas and Rs. 3000/- in Urban areas and paid as contingencies in cash by taking stamped receipt and shown as miscellaneous expenditure.

19.0. <u>COMPLIANCE</u>:

1.1 The above instructions shall be followed scrupulously & without any deviation.

1.0 In case of any genuine specific difficulties, a detailed proposal shall be submitted for the consideration of the CPE, with the specific recommendations of the Addl. Joint Collector.

AJEYA KALLAM
SPECAIL CHIEF SECRETARY TO GOVERNMENT

ANNEXURE-II

Operations and Financial Management of Retail Outlets:

1.0 INDENTING & DRAWAL OF STOCK FROM DEPOTS:

1.1 The P&ESI nominated by the SHO concerned is responsible for placing the indents after approved by SHO and the SS shall draw the stocks from the Depot.

1.2 The DC, P&E/Manager will issue stock on credit basis in the name of RO.

1.3 Excise Supervisor Officer will issue transport permit in the name of the GOVT. Retail Outlet on generation of Delivery Challan, by the Govt. Depot.

1.4 Stock of IMFL/FL may be issued as per requirement basing on the indent placed by the Shop Supervisor.

1.5 The stocks can be replenished depending upon the Daily Sales.

2.0 ISSUE OF STOCKS TO THE RETAIL OUTLETS:

2.1 DC shall ensure that at any point of time, all the required stock of all brands of IMFL/FL is issued to the Retail Outlet and their shall be no shortage of IMFL/FL.

3.0 CONTRACT FOR TRANSPORTATION OF IMFL FROM GOVT. DEPOT TO RO:

3.1 Shop Supervisor is responsible for lifting of the stock from the Depot.

3.2 DC shall arrange for transportation of stocks from Depot to the Retail Outlet by fixing the Transportation Charges through the Committee, mentioned at **Para 16.3** of **Annexure I above.**

3.3 Transportation charges shall include loading at Depot & unloading at RO.

3.4 The transporter shall be responsible for the breakages/shortages occurred during the transport and the Shop Supervisor/Shop Salesmen shall be responsible for any Breakages / shortage, etc. that occurred in the shop premises.

4.0 RECEIPT OF STOCK BY GOVT. RETAIL OUTLET:

4.1 Entries pertaining to stock receipts, covered by a valid transport permit & delivery challan, issued by the Depot, shall be entered either through the module / option provided specifically for this purpose in the HPFS which automatically updates the stock in the Retail Outlet **or** by Manual entries in the prescribed R-1 & R-2 registers.

5.0 BILLING AND SELLING AT MRP:

5.1 Each bottle shall be sold only at the notified Maximum Retail Price (MRP).

5.2 Each retail transaction shall be covered by Bill raised in the Retail Outlet.

5.3 HPFS Track & Trace System will be provided to the Govt. Retail Outlet.

5.4 If the HPFS Scanner is not working, then hand written bills shall be issued.

5.5 Day-to-day Sale of Bottles, Sale Realization, Brand wise/Size wise closing balances shall be reported to Govt. Depot/Head Office through MIS Report.

6.0 MAXIMUM QUANTITY OF SALE:

6.1 The quantity sold in number of bottles to each customer shall not exceed the quantity stipulated in the Excise Laws and Rules.

6.2 Maximum quantity that can be sold in retail to each customer is as under.

CATEGORY	BOTTLE SIZE (ML)	NO. OF BTL.
FOREIGN LIQUOR / INDIAN LIQUOR	1000 ML	**4**
FOREIGN LIQUOR / INDIAN LIQUOR	750 ML	**6**
FOREIGN LIQUOR / INDIAN LIQUOR	375 ML & 275ML	**6**
FOREIGN LIQUOR / INDIAN LIQUOR	180 ML	**6**
FOREIGN LIQUOR / INDIAN LIQUOR	90 ML	**12**
BEER	650 ML	**12**
BEER	330 ML	**12**

7. 0 CASH MANAGEMENT SERVICES:

7.1 All Transactions must be entered in the Day-wise Sales Register & every day stock must be checked before the closure of the business hours.

7.2 Shop Supervisor/Shop Salesmen to submit Sales Xerox extract to DC on the day he attends the Depot for lifting the stock.

7.3 The SHO concerned is responsible for remittance of cash & obtaining proper acknowledgment.

7.4 Separate non-operating Bank Account to be opened by DC, concerned, along with the Retail Outlet Gazette No.

7.5 Sale proceeds of the Retail Outlet shall be remitted daily to this account & which will be transferred to the designated Govt. account.

7.6 The Depot concerned has to remit the receipt of Outlet Sale Proceeds in the Treasury Account (GOAP - CPE).

8.0 INSURANCE:

8.1 The total Retail Outlet operations i.e. Stock in the Outlet & Cash Handling will be insured.

9.0 DATA TRANSFER & RETAIL OUTLET MASTER:

9.1 The P&ESI nominated by the SHO / Shop Supervisor shall send the data relating to day-to-day transactions viz., Receipt of Stocks from the Depot, Sales to the Customers, Closing balance, etc., to the Depot & Corporate Office through HPFS or email.

9.2 A module containing all the details like name & address of the proposed outlet, Excise Circle to which attached, Depot to which attached will be created & maintained, along with a unique code for its identification & to maintain MIS reports pertaining to the retail outlet.

9.3 The code allotted will be Viz., XXDEFABC.

XX...……Name / Code viz., 20 (Vijayawada-I)
D..... Name of the Excise District viz., (Krishna)
EF..... Name of the Excise Circle viz.,(As allotted by Vijayawada-I depot)
ABC..... Retail outlet code (computer allotted no.)

10. INSPECTIONS:

10.1 The Inspections should be carried out, as per the schedule under the Excise Rules.

Sl.No.	INSPECTING OFFICER	PERIODICITY
1	P&E SHO	Every Week
2	P&E Asst Superintendent / P&ES	Every Fortnight
3	DC / AC	Every Month.

10.3 If any deviations are noticed at the time of inspection, the same shall be informed to the concerned authorities for taking necessary action.

11.0 MAINTENANCE OF REGISTERS:

11.1 Shop Supervisor (SS) shall maintain the following books of accounts, in the prescribed form.

11.2 The Books of accounts shall be countersigned by the concerned SHO as required under Rule 48, 49 and 54 of the AP Excise Rules, 2012.

11.3 SS to maintain Daily Accounts in Register **(Form R-1)**

11.4 SS to maintain Daily & Brand-wise Account Register **(Form R-2)**

11.5 Inspection book to be maintained **(Form I (1))**

11.6 Reports of Daily & Cumulative Sales to be furnished to the concerned SHO, P & E Superintendent & DC.

11.7 Sales Supervisor shall furnish the Reports requested by Superior Officers, from time to time.

12. EXPENDITURE:

12.1 The Total monthly expenditure of the Retail Outlets including Rent, Salaries, Transportation, Stationery, Power & all other incidentals should not be more than (3.5)% of the turnover of the shop.

12.2 In case, expenditure exceeds (3.5) % on the Turnover, necessary proposals shall be sent to the CPE justifying the need to operate/continue the shop at a particular premises.

AJEYA KALLAM
SPECAIL CHIEF SECRETARY TO GOVERNMENT

(ANNEXURE-III)

Formation of Committees:

I. Committee for Fixation of Rent:

(a)	Addl. Joint Collector of concerned District	:Chairman
(b)	Deputy Commissioner of P&E	:Member
(c)	Asst. Commissioner , (Enft)	:Member
(d)	P&E Superintendent, concerned	:Member
(e)	Nodal P&E Superintendent,	:Member

II. Committee for Selection of Staff:

(a)	Addl. Joint Collector of concerned District	:Chairman
(b)	Deputy Commissioner of P&E	:Member
(c)	Asst. Commissioner , (Enft)	:Member
(d)	P&E Superintendent, concerned	:Member
(e)	Nodal P&E Superintendent,	:Member

III. Committee for Transportation of Stocks:

(a)	Addl. Joint Collector of concerned District	:Chairman
(b)	Deputy Commissioner of P&E	:Member
(c)	Asst. Commissioner , (Enft)	:Member
(d)	P&E Superintendent, concerned	:Member
(e)	Nodal P&E Superintendent,	:Member

IV. Committee for Selection of Care Taker

(a) _Prohibition and Excise Superintendent concerned
(b) Asst. Prohibition and Excise Superintendent concerned.
(c) S.H. O. concerned

The Commissioner of Prohibition & Excise, A.P., Hyderabad shall take necessary further action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJEYA KALLAM
SPECAIL CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner of Printing and Stationery & Stores Purchasing, Hyderabad(he is requested to publish the same in the Extraordinary Gazette, and furnish 500 copies of each to Government and Commissioner of Prohibition and Excise and 50 copies to commissioner of Information & Public Relation Department, Hyderabad)
The Commissioner of Prohibition and Excise, Hyderabad.
The PS to Special Secretary to CM.
The Law(E) Department.
SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER